

FIRST COAST NEWS



A GANNETT COMPANY

[illegible]

Order / Rev: 711077
 Alt Order #: 6302663
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Americans For Prosperity
 Product Desc: AMERICANS FOR PROS
 Estimate: 433
 WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WTLV	09/04/12	09/07/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	-TWTF--	1:00	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--			4		\$800.00			0.00			
4	WTLV	09/04/12	09/07/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	-TWTF--	1:00	4	\$2,200.00	P-1	0.00	NM	4	\$8,800.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--			4		\$2,200.00			0.00			
5	WTLV	09/04/12	09/08/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	-T-TFS-	1:00	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-TFS-			4		\$1,000.00			0.00			
6	WTLV	09/08/12	09/08/12	SAT TDY NBC Today Show (Sa)	CM	7a-8a	-----S-	1:00	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-			1		\$500.00			0.00			
7	WTLV	09/08/12	09/08/12	Sat 8-10a Sat 8a-10a	CM	8a-10a	-----S-	1:00	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-			2		\$500.00			0.00			
8	WTLV	09/08/12	09/08/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p	-----S-	1:00	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-			1		\$600.00			0.00			
9	WTLV	09/08/12	09/08/12	Sat 730-8p Jeopardy	CM	Sat 7:30p-8p	-----S-	1:00	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-			1		\$600.00			0.00			
10	WTLV	09/08/12	09/08/12	Sat Prime B Sat Prime B	CM	Sat 9p-10p	-----S-	1:00	2	\$1,300.00	P-1	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-			2		\$1,300.00			0.00			
N 11	WTLV	09/08/12	09/08/12	Sat 6-630p Sat 6-630pm	CM	Sat 6p-6:30p	-----S-	1:00	1	\$600.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-			1		\$600.00			0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		1	WTLV	09/03/12-09/09/12	Sat 6-630p			Sat 6p-6:30p	-----Sa--	1:00	(\$600.00)	0.00	NM		
Credited															
12	WTLV	09/09/12	09/09/12	Meet the Press Sun 9-10a	CM	9a-10a	-----S	1:00	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S			1		\$1,000.00			0.00			
13	WTLV	09/10/12	09/10/12	M-F 6-7a M-F 6-7am	CM	6a-7a	M-----	1:00	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----			1		\$1,200.00			0.00			
14	WTLV	09/10/12	09/10/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	M-----	1:00	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----			1		\$400.00			0.00			
15	WTLV	09/10/12	09/10/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	M-----	1:00	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----			1		\$800.00			0.00			
16	WTLV	09/10/12	09/10/12		CM	M-F 7p-7:30p	M-----	1:00	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00

Order / Rev: 711077
 Alt Order #: 6302663
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Americans For Prosperity
 Product Desc: AMERICANS FOR PROS
 Estimate: 433

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 7-730p Wheel of Fortune															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	M-----			1			\$1,400.00		0.00			
17	WTLV	09/10/12	09/10/12	LN (M-Su)	CM	11-1135p	M-----	1:00	1	\$800.00	P-3	0.00	NM	1	\$800.00
Late News (M-Su)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	M-----			1			\$800.00		0.00			
N 18	WTLV	09/06/12	09/07/12	NBC Nightly News	CM	M-F 630p-7p	---TF--	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
M-F 630-7pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	---TF--			1			\$600.00		0.00			
													Totals	34	\$34,500.00